



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

March 23, 2020

Kelley McKissic  
Registration Specialist  
S.C. Johnson Professionals  
A Division of S.C. Johnson & Son, Inc.  
1525 Howe St.  
Racine, WI 53403

Subject: Label Amendment: Adding the Emerging Viral Pathogens Claim  
Product Name: Valhalla 2  
EPA Registration Number: 89900-2  
Application Date: 03/10/2020  
Decision Number: 560798

Dear Ms. McKissic:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), [https://www.epa.gov/sites/production/files/2016-09/documents/emerging\\_viral\\_pathogen\\_program\\_guidance\\_final\\_8\\_19\\_16\\_001\\_0.pdf](https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf), you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
  - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
    - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
      - A. CDC Current Outbreak List for “U.S. Based Outbreaks” ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)),
      - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification ([www.cdc.gov/outbreaks](http://www.cdc.gov/outbreaks)) (also released through the CDC’s Health Alert Network (HAN) notification process)
      - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page ([www.cdc.gov/hai/outbreaks](http://www.cdc.gov/hai/outbreaks))
    - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page ([www.oie.int/wahis\\_2/public/wahid.php/Diseaseinformation/WI](http://www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI)).
  - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is enveloped.
  - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rotavirus is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact Aline Heffernan at 703-347-8602 or via email at [Heffernan.Aline@epa.gov](mailto:Heffernan.Aline@epa.gov).

Sincerely,



John Hebert, Chief  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

Enclosure: Stamped Label

## Valhalla 2

(Foam) (Foaming) (Total) (Multi-Purpose) (Multi-Surface) (Multi-Task) (Antibacterial) (Bathroom)  
(Restroom) (Shower) (Tub) (Countertop) (Household) (Disinfectant) (Disinfecting) (and) (Cleaner)  
(Aerosol) (Spray)

### Alternate Brand Names:

Scrubbing Bubbles Disinfectant Restroom Grime Fighter [*Alternate brand name added 10/18/18*]  
Scrubbing Bubbles Restroom Disinfectant Grime Fighter [*Alternate brand name added 10/18/18*]  
Scrubbing Bubbles Disinfectant Restroom Cleaner II [*Alternate brand name added 10/18/18*]  
Scrubbing Bubbles Restroom Disinfectant Cleaner [*Alternate brand name added 10/18/18*]  
Scrubbing Bubbles Disinfectant Multi-Surface Cleaner [*Alternate brand name added 10/18/18*]  
Scrubbing Bubbles Multi-Surface Disinfectant Cleaner [*Alternate brand name added 10/18/18*]

### **SECTION 1: FORMULA**

#### Active Ingredients:

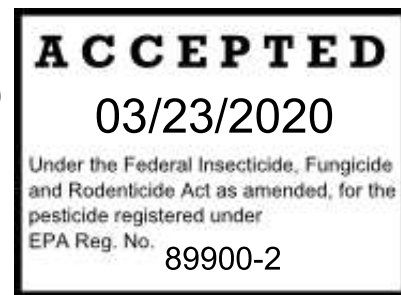
Alkyl dimethyl benzyl ammonium chloride .....	0.096%
Octyl decyl dimethyl ammonium chloride .....	0.072%
Dioctyl dimethyl ammonium chloride .....	0.036%
Didecyl dimethyl ammonium chloride .....	0.036%
Inert (Other) Ingredients: .....	<u>99.760%</u>
Total: .....	100.000%

### **SECTION 2: REFFERAL STATEMENTS**

**KEEP OUT OF REACH OF CHILDREN(.)**  
**CAUTION (:)**

See Back Panel For Additional Precautionary Statements.  
(See Inside Label -or- Panel for Additional Precautionary Statements.)  
(Please read all directions carefully before using this product). (Use as directed.)

Net **(Weight) (Wt)** (Contents):



### **SECTION 3: DIRECTIONS FOR USE**

#### **DIRECTIONS FOR USE:**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

(Shake well before (and) (during) ((use) (or) (using))).

(TO OPERATE:)

(TO) (CLEAN) (GENERAL) (HOUSEHOLD) (KITCHEN) (BATHROOM) (RESTROOM)(FLOOR(S))  
(CLEANING) (DIRECTIONS):

(Spray X-Y inches from surface (to be cleaned).) (Hold (product) (farther) (further) from surfaces than (you) normal(ly) (would) to get the full benefit of the (product's) spray pattern.) ((Product) can be sprayed from any angle.) (Wait) (Let stand) (several minutes) (x minutes) (to) Allow foam to penetrate (soil) (dirt) (lime scale) (rust) (stains) (and) (soap scum). (For (heavily soiled areas) (tough jobs), ((repeated use) (reapplication) may be (required) (needed) (necessary).) ((Let stand) (wait) (for) (several minutes) (x minutes) before wiping). (Remove by) (rinse) (rinsing) (clean) (with water) (or) ((wipe) (wiping)) away foam with (a) (wet) (dry) (cloth) (or) (sponge). (Wipe dry after rinsing (,) (if desired.)) (No need to wipe dry.) (On( chrome) (insert surface), rinse with water.)

TO CLEAN:

Spray X-Y inches from surface to be cleaned. Allow foam to penetrate (dirt) (soap scum) (soil). (For heavily soiled areas, let stand (several minutes) (x minutes) before wiping.) Remove by (rinsing with water) (or) (wiping with a wet cloth or sponge). (No need to wipe dry.) (On chrome, rinse with water.)

TO CLEAN:

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray X-Y inches from surface to be cleaned. Product can be sprayed from any angle. Wait (several minutes) (x minutes) to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO CLEAN (WIDE SPRAY):

Hold product farther from surfaces than you normally would to get the full benefit of the product's spray pattern. Spray 12-15 inches from surface to be cleaned. Wait 3 minutes to allow foam to penetrate dirt and soap scum. Rinse clean or wipe away foam with cloth or sponge. Wipe dry after rinsing, if desired. On chrome, rinse with water.

TO DISINFECT(†)(^)(\*) (AND DEODORIZE) HARD, NON-POROUS SURFACES:

Pre-Clean heavily soiled areas.

Spray 6-8 inches from hard non-porous surface(s) until thoroughly wet.

Let stand for 5 minutes.

((Then) (wipe.) ((Wipe with a wet cloth or sponge) (,) (then) (rinse (thoroughly) with water).)

Rinse food contact surfaces with (clean) (or tap) (or) potable water.

TO INHIBIT AND PREVENT THE GROWTH OF MOLD AND MILDEW:

Remove gross filth or heavy soil prior to applying the product for treatment against mold and mildew.

On hard non-porous surfaces, spray surface until thoroughly wet. Re-apply as needed.

Do not apply this product around electrical equipment due to the possibility of shock hazard.

## **STORAGE & DISPOSAL**

(Residential – Pressurized Container)

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate! Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling, if available. **If partly filled:** Call your local solid waste agency for disposal instructions.

OR

(Store in a cool, dry place away from heat or flame (in an area inaccessible to children). Do Not Puncture or Incinerate! Nonrefillable container. Do not reuse or refill this container. **If empty:** This container may be recycled in aerosol recycling centers. At present, there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to label (DO NOT PUNCTURE!). If recycling option is not available, wrap the container and discard in trash. **If partly filled:** Call your local solid waste agency for disposal instructions.

[Note to Reviewer: The following Storage & Disposal statements are for non-residential uses only]

### **STORAGE AND DISPOSAL:**

Do not contaminate water, food or feed by storage and disposal.

PESTICIDE STORAGE: Store in a cool, dry place away from heat or flame. Do not puncture or incinerate!

PESTICIDE DISPOSAL: Wastes resulting from the use of this product may be disposed of on site or at an approved waste disposal facility.

CONTAINER DISPOSAL: Nonrefillable container. Do not reuse or refill this container. This container may be recycled in aerosol recycling centers. At present there are only a few such centers in the country. Before offering for recycling, empty the can by using the product according to the label (DO NOT PUNCTURE!). If recycling is not available, wrap the container and discard in trash. If partly filled, call your local solid waste agency for disposal instructions.

## **SECTION 4: PRECAUTIONARY STATEMENTS**

### **PRECAUTIONARY STATEMENTS:**

Hazards to Humans and Domestic Animals (.)

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

### **PHYSICAL OR CHEMICAL HAZARDS**

**CONTENTS UNDER PRESSURE.** Do not use or store near heat or open flame. Exposure to temperature above 130° F (54° C) may cause bursting. Do not puncture or incinerate container.

*[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]*

## FIRST AID:

If in eyes	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li></ul>
If on skin	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li></ul>
<b>IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE.</b> Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

## SECTION 5: ORGANISMS

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> 0157:H7 (E. coli) (ATCC 35150) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592)	5 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469) Respiratory Syncytial Virus (RSV) (VR-26) Rotavirus (Strain WA)	5 Minutes	5%
Mold & Mildew	<i>Aspergillus niger</i> (ATCC 6275)	NA	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

\*(Bacteria)(5 minute contact time for disinfection)(: ) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

^(Viruses)(5 minute contact time for disinfection)(:) Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

‡(Germs)(5 minute contact time for disinfection)(:) *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* 0157:H7 (E. coli) (ATCC 35150), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)



*{Note to Reviewer: These statements for claims against large, non-enveloped viruses, shall not appear on marketed (final print) labels.}*

#### EMERGING VIRAL PATHOGENS

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category.

- Enveloped virus

For an emerging viral pathogen that is a/an...	...follow the direction for use for the following organism on the label
Enveloped virus	Rotavirus (Strain WA)

**[Product name]** has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard, non-porous surfaces. Therefore, **[Product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

OR

**[Name of illness/outbreak]** is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the direction for use against Rotavirus on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

## **SECTION 6: MARKETING CLAIMS**

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.

### **TABLE 1 – MARKETING EFFICACY CLAIMS**

- 2 in 1 (One-Step) (Multi-Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant\*) ( ) (& (and) (Cleaner) \*when use directions are followed(.)
- (3-in1) (4-in-1)(5-in 1) (Multi-Purpose) Cleaner):(cuts grease) (kills viruses<sup>^</sup>) (kills bacteria\*) (eliminates odor causing bacteria\*) (leaves a fresh scent)(kills germs<sup>‡</sup>)(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- A (convenient) way to (clean up) frequent messes
- A(n) (easy) way to (kill) (eliminate) (destroy) 99.9% of bacteria\* in your (insert locations – Table 3)
- An (easy) way to (disinfect) (and) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- (Multi-Purpose)(antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray)
- An effective disinfectant for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and disinfects)
- (Brand name) Wipes out tough grime and (household) germs<sup>‡</sup>!
- (Insert locations – Table 3) cleaner-and disinfectant
- (Clean) (Disinfect)(Sanitary) hard, non-porous) surfaces (wherever), (whenever) you (go) (travel) (need)
- (Cleaning) (and) Disinfecting) (formula)
- Cleaning and disinfecting
- (Cleans,) (shines,) (disinfects,) (&) (and) (deodorizes)
- Cleans (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- (Is good for) (cleans) (one product for) (cleaning) a variety of surfaces in the bathroom (restroom) (,)(:) (including) (such as) (insert locations – Table 3)
- Combines streak free cleaning with (disinfecting) (antibacterial\*) action
- (Convenient) (way) (to) (clean) (clean-up) (and) (disinfect)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting
- (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs<sup>‡</sup> are a concern) (of (in) your home)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects
- Disinfect(s) (almost all) (of) the hard, non-porous surfaces in your (bathroom) (restroom) (kitchen) (home) (house) (by killing 99.9% of the) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)
- Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (restrooms) (kitchen) (home) (house)

- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (restroom) (kitchen) (home) (house)
- Disinfects the hard, non-porous surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) the most
- Disinfects hard, non-porous surfaces where (common) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses<sup>^</sup>) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves your (bathroom) (restroom) (kitchen) smelling fresh (!)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs<sup>‡</sup>) (and) (viruses<sup>^</sup>) (and) (bacteria\*)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria\* (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on hard,non-porous surfaces (insert locations – Table 3)
- Disinfectant on hard, non-porous surfaces (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (disinfects) (while) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and disinfect)
- (Effective on) (Cleans) (kills 99.9% of germs<sup>‡</sup>) (shines) (disinfects) (and) (deodorizes) (bathroom surfaces) (restroom surfaces) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)
- For general (cleaning) (and) (disinfecting) of hard, non-porous surfaces
- For the dirt you can see (and the (household) bacteria\* you can't)
- Formula cleans (and) (disinfects)
- Fresh Scent of (insert fragrance – Table 5)
- (Freshens:) (fragrance) (deodorizes) (disinfects) (where germs<sup>‡</sup> are a concern)((and) leaves your (bathroom) (restroom) (kitchen) (house) smelling fresh!
- (Gently) (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria\*
- Great for (cleaning) (and) (disinfecting) (!)
- Helps fight bacteria\*.
- (Helps) (Eliminate(s)) odors
- Helps reduce the spread of (common) (household) viruses<sup>^</sup> on treated hard, non-porous surfaces(.)
- Helps prevent cross-contamination of treated hard, non-porous surfaces.
- (Household) (bacteria\*-killing) formula.
- (Improved) (scent) (deodorizes) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- (Improved) (scent) (fragrance name) (deodorizes) and leaves your (bathroom) (restroom) (kitchen) (home) smelling fresh(!)(.)
- Kills (insert organism – Section 5)
- Kills 99.9% of bacteria\* (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria<sup>†</sup>) (in) (just) (30 seconds) (!)
- Kills 99.9% of Germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills 99.9% of (cold)(and)(flu) viruses<sup>^</sup>
- Kills 99.9% of (common) (viruses<sup>^</sup>) (and) (bacteria<sup>†</sup>) (like) (insert organisms- Section 5)
- Kills 99.9% of (household) (bacteria\*)(viruses<sup>^</sup>)
- Kills 99.9% of viruses<sup>^</sup> (and bacteria\*) (on) (insert locations – Table 3)
- Kills bacteria\* (found) on hard, non-porous, (insert locations – Table 3) surfaces.
- (Kills) (bacteria\*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)

- Kills (common) (household) (bacteria\*) (and) (viruses^\*) (without heavy fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% (of bacteria\*) (of the bacteria\* commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5)
- (Kills) (Eliminates) (Destroys) bacteria\* from (insert location – Table 3) surfaces.
- Kills (harmful) germs<sup>‡</sup> (on) (insert locations – Table 3)
- Kills (household) bacteria\*
- Kills (household) bacteria\* (fast) (on contact) (!)
- Kills (household) (bacteria\*) (viruses^\*) (odor-causing bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kills the viruses that cause (the common) cold(s) and flu.
- Kitchen cleaner and disinfectant
- Leaves hard, non-porous surfaces disinfected (and sparkling clean) (!)
- Leaves (your) (kitchen) (home) (bathroom) (restroom) (surfaces) (shiny) (clean) (and) (smelling clean).
- Make (cleaning) (and) (killing) (disinfecting) (removing) (germs<sup>‡</sup>) (virus^\*) (bacteria\*) (convenient) (easy) (with) (This product)
- Makes cleaning (disinfecting) easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and)
- (Multi-purpose) (30 second) (cleaner) (cleaning) (insert Locations – Table 3)
- New way to (clean) (and) (everyday) (–) (a) (cleaner)
- (Now) (also) disinfects!
- Now disinfects
- Now kills (household) bacteria\*!
- Now (and) disinfect!
- (Now) (and) (disinfect) as you go!
- One-step cleaner (and) (disinfectant\*) \*when use-directions for disinfection are followed
- (Product name ) (Helps reduce the spread of) (insert organisms - Section 5)
- Removes (stains)(/)(build-up) from (insert Table 3 – locations)
- Removes (grime) (soap scum) (while) (disinfecting)
- (Disinfectant\*) (Antibacterial\*) (One Step) ((2 in 1) (Bathroom) (restroom) (Kitchen) (Multi-Purpose) (&) (and) (cleaner) \*when use-directions are followed.
- Disinfects and deodorizes
- Disinfects as it cleans
- Disinfects(hard) (non-porous) (bathroom) (kitchen) (insert location – Table 3) surfaces
- Disinfects (household) (bathroom) (restroom) (surfaces) (insert location – Table 3) in 30 seconds
- Disinfects
- Shines (and) (plus) kills (household) bacteria\*
- Stops (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses^\*) in (their) (it's) (tracks)
- (Stops) (Kills) (Eliminates) (germs<sup>‡</sup>) (microbes<sup>‡</sup>) (microorganisms<sup>‡</sup>) (bacteria\*) (viruses^\*) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs<sup>‡</sup> are a concern)
- The convenient way to (clean) (and) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to (clean)
- (*This Brand*) (*This Product*) (Kitchen) (Bathroom) (restroom) (Cleaner) is the (convenient) way to (clean) (bathroom) (restroom) (household) (non-food contact kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean

- (This Brand) (This Product) (Bathroom) (Restroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (This Brand) (This Product) (Bathroom) (restroom) (Cleaner) thoroughly cleans (shines) (and) (deodorizes) (Shines) (!)
- (This Brand) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria\*, (removes grease) (,) (and) (cleans) (household) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (This Brand) shine.
- (This Product) (Thoroughly) Cleans, shines and (disinfects) (insert locations – Table 3)
- (This Product) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Virucide^)(Virucidal^)(Bathroom) (restroom) (Kitchen) (Cleaner) \*when use-directions for disinfection are followed
- (Thoroughly) Cleans, shines and (disinfects)
- Tough on dirt and bacteria... Easy on You!
- Tough on germs<sup>‡</sup> (easy) enough (for everyday use) (on your surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (kitchen) (bathroom) (restroom) (home) (environment) (house)
- (Use this product to) (This Product) (can) (clean,) (shine,) (disinfect)(and) hard, non-porous surfaces
- Use (This Brand) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household surfaces...including (insert surface – Table 3)).
- Wipes out tough grime and (household) germs<sup>‡</sup>!

*[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]*

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

## **TABLE 2: MARKETING CLEANING CLAIMS**

- A (quick,) (convenient) cleaner like none other!
- All you have to do is wipe (!)
- Always at hand
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Attacks (soap scum) (bathroom (restroom stains) stains)
- (Insert locations – Table 3) (Multi-Purpose) (clean) (and shine)
- Bathroom (restroom)surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- Can be used on a wide variety of hard, non-porous (household) surfaces
- Clean as you go

- Clean you desire (expect)
- Can be used on a wide variety of surfaces
- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans (tough) grease and grime
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Cleans hard-to-reach spots
- Cleans (and) (shines) without scratching
- Cleans without scrubbing
- (Clean up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Cuts through bathroom (restroom) grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts tough (kitchen) grease (and grime)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- (Deep,) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Does not leave a (cloudy) residue
- Don't let messes (slow) you down in the (insert location – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Easy) (Quick) (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (Quick) (and) (Convenient) (to use) (in) (the) (bathroom) (restroom) (and) (Kitchen) (throughout the house)
- Easy way to disinfect
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (restroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
- Effectively cleans (glass and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans a wide range of surfaces
- Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
- (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)

- Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Eliminates food odors left behind on surfaces
- Eliminates odors (as it cleans) (as you clean)
- Fast acting foam (**penetrates hard to reach places for easy cleaning**)
- Fast (and) (easy) cleaning solution (—) (one product for a variety of surfaces)
- Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (restroom) (kitchen) (non-food contact) surfaces)
- Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (restroom) (rings) (around) (in) (the) (shower)
- For a variety of (Bathroom) (restroom) (Kitchen) surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (restroom) (cleaning) (everyday) (use)
- For everyday cleaning
- (Formulated) (for) (tougher) (tough) cleaning
- For the entire (house) (bathroom) (restroom)
- For (tough) (tougher) cleaning (!)
- For use on (household) (insert location – Table 3) (surfaces)
- For the entire business
- For use on business surfaces
- Fits in with your ((kitchen) (bathroom)) (restroom) (Office)(Family Room)(Den) (Car) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (touchup) (kitchen) (bathroom) (restroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (restroom) (kitchen) cleaning
- For everyday use (!)
- (For) (a) limited time only!
- For the dirt you can see and the (household) germs<sup>‡</sup> you can't
- (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
- (Freshens) (fragrance) (deodorizes) (and) leaves your (insert location – Table 3) smelling fresh!
- (Freshens) (fragrance) (deodorizes) (and) leaves your (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
- (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- From the makers of (*This Brand*)
- (Lightly) cleans.
- (Foam) Goes to work on contact (penetrating) (and) (dissolving) (grime)
- Great for (all around) (the) (house) (home) (kitchen) (bathroom) (restroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- Guaranteed to clean or your money back (see back panel)
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a or Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance or scent).
- (Heavy duty) (Multi-Purpose) (cleaner)
- (Helps) Maintain a clean(er) home
- Helps reduce cross-contamination of treated hard, non-porous surfaces

- (Helps) (prevent) (daily) (buildup) of soap scum
- Improved scent deodorizes and leaves your (bathroom) (restroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- (Just) (only) pennies per (dispense) (pump)!
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- (Kitchen) (cleaning) (cleaner) (for) (inert locations – Table 3)
- (Leaves) No (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathrooms) (restroom) (your bathroom) clean and (shiny) (shining).
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance).
- (Leaves a) (brilliant) Streak-free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- Leaves your (whole) (room) (home) (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Makes your job easier.
- Makes (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) (clean-ups) (touch-up(s)) quick and easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes (touching-up) (messes) (convenient)
- Makes your current quick cleanup (even) (more) (effective)
- Makes your (cleaning) (job) (life) (easy) (easier)
- Money back guarantee!
- More dispenses than Lysol® No-Touch Kitchen System
- Multiple cleaning tasks
- Multi-Surface or Multi-Task.
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) (cleaner)
- (Multi-Purpose) cleaner for (bathroom(s)) (restroom) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) hard, non-porous surface(s)
- New (and) (Improved) (!)
- New (and) (Improved) (Scent)(Fragrance)(Cleaning)
- No (abrasives) (or) (phosphates)
- No (chemical) (smell) (formula) (fumes) (odor)
- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No-scratch formula
- Non-(abrasive) (corrosive) formula
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) (restroom) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of ( *This Brand* ) (comes) with the invigorating scent of (insert fragrance – Table 5)!



- Now With XX% More Cleaners!
- (Now) (with) (tough) (tougher) (cleaning)
- One wipe and (you are) (you're) done(!)
- (One) (quick) (convenient) solution for clean (and) (surfaces) (and) (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) removes (tough) (stains) (such as) (soap scum) (hard water stains) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (restroom) (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (thru) tough (soap scum) (and) (grime) (!) (.)
- Powerful (cleaner) (aerosol) (spray)
- (Quick) touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- Quick (and) (easy) (bathroom) (restroom) (kitchen) clean-ups
- Quickly touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Quickly) (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (soap scum) (and hard water spots) (or) (hard water deposits) (in the bathroom) (in the restroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) hard, non-porous surfaces (insert Locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) hard non-porous non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- Simply touch (dab) and (&) go!
- Specially formulated for a variety of surfaces
- Specially formulated for use in the (bathroom) (restroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process

- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (restroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)
- The (fastest) (easiest) (most convenient) way to (clean-up) (everyday) (little) (messes)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3) )
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica®) (glazed porcelain) (fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (,) (sparkling) (streak-free) (*This Brand*) shine.
- (Total) (kitchen) (and) (bathroom) (restroom) solution(s)
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- (Tough) cleaning without the oily –or- greasy –or- dull – or-smeary residue!
- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime)(!)
- Tough new formula cleans ) (all over the house) (and) (including) (exterior surfaces) (!) (.)
- Use in the kitchen, bathroom (restroom) and (throughout) (all around) (the whole house) (your home) (your house) )
- Use (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!) )
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances) )
- Use as (much) (or) (as little) (as you need) to (quickly) clean up (wipe up)
- Use on (bathroom) (restroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces )
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house) )
- Virtually no scrubbing required
- We do the work so you don't have to
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) (restroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)!
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) surfaces
- You can see and hear the Bubbles working

### **TABLE 3- LOCATIONS**

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used.]

#### **PLACES**

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

#### **ROOMS/AREAS:**

- Baby Nurseries
- Bathroom(s)
- Bedroom(s)
- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms
- Living room(s)
- Mudrooms

- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

**HARD NON-POROUS ITEMS:**

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom(restroom) surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Changing tables
- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (restroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevators
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cooktop(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucets
- Fixtures

- (linoleum) (no-wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass Patio Doors
- Glazed (bathroom) (restroom) (ceramic) (kitchen) tiles
- Glazed (ceramic)) Tile
- Glazed porcelain surfaces
- Grocery carts
- Germ<sup>†</sup> prone surfaces
- Handrails
- Headboards
- High chairs
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frames
- Recycling bins
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) (restroom) Sink(s)
- Telephone(s)
- Toilet(s) above the water line
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tubs
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

**SURFACES:**

- Aluminum
- (Baked) enamel
- Bronze

- Chrome
- Corian®\*\* (\*is trademark owned by E.I. du Pont de Nemours and Company)
- Formica®\*\* (\*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed porcelain (enamel) (kitchen) (bathroom) (restroom) (tile(s))
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel
- Pergo®\*\* (laminate)(hardwood) surfaces ( \*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- Glazed porcelain enamel
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass
- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Sealed Quartz
- Stainless steel
- Steel surfaces
- Stone surfaces
- Vinyl (curtain(s)) (tile)
- (Finished Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

(Does not harm most bathroom surfaces) For other surfaces, spot test in an inconspicuous area.  
 ((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (finished wood,) (painted or worn surfaces)) (insert surfaces – Table 3).) (Spot test all hard, non-porous other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.)

#### **TABLE 4: PACKAGING CLAIMS**

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size

- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Fast, easy cleaning solution – one product for a variety of surfaces
- For limited time only!
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Fragrance)
- (New) (Big) XXX oz. (Size)
- New (and) (&) (Improved) Sprayer
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- (Trial) (Value) (Pack) (Size)
- Twin Pack
- X% (More) Free
- X oz (More) Free
- X oz at the X oz price
- **X% more than the X (ounce) (oz.)**

#### TABLE 5: FRAGRANCE CLAIMS

- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Cotton & Italian Mandarin
- Country Garden®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Citrus)(Clean) (Cotton) (Scent)

- Fruit (&) (Citrus)
- Gentle (Breeze)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Orange)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®
- Intense Citrus (Force)
- Invigorating Clean Citrus
- Island Escape®
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(zest) (bubbling)( Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power®
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightening Fresh Lime
- Orange Action™
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- Power (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Sapphire Champagne
- Seasonal
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Spring)
- Sparkling (Fresh)(Sweet)(invigorating) Citrus (Twist)
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus Power)(Lemon Power)(Lime Power)(Orange Power)
- Uplifting Green Apple
- Unscented
- Woody



## TABLE 6 – MISC MARKETING CLAIMS

- Ammonia free (!)
- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, (or bleach)
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No fumes.
- No (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Recommended for use on (sealed hard surfaces) hard, non-porous surfaces. When in doubt, spot test on an inconspicuous area (of the surface).
- Scratch 'n Sniff
- Smell (Sniff) Here
- (*This Product is*) Produced with more than 30% Renewable Energy
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

## **SECTION 7: MISC**

EPA Reg. No. 89900-2  
EPA Est. No.

(US) Patent XXXXX  
Patent Pending

(Note to Agency: Text appearing parenthesis is to optional text.)

Questions? Comments? Call 800-558-5252 or Write Helen Johnson

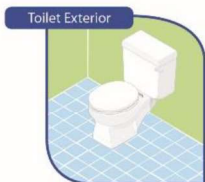
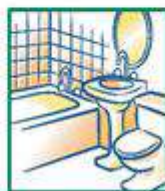
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## **SECTION 8: GRAPHICS:**

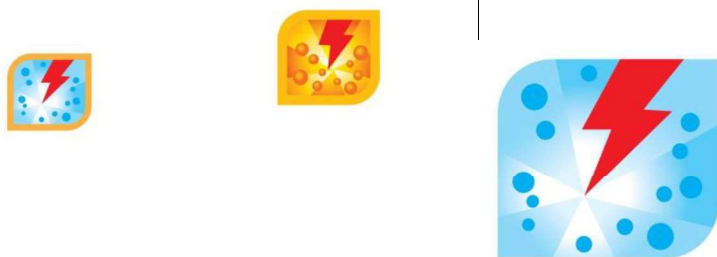
Representative Location Graphics (including kosher):



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Graphics for fragrance descriptions:



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Other graphics:

